

Don't put all of your eggs in
one basket!!

What does that mean?



Salmonella Strikes!!

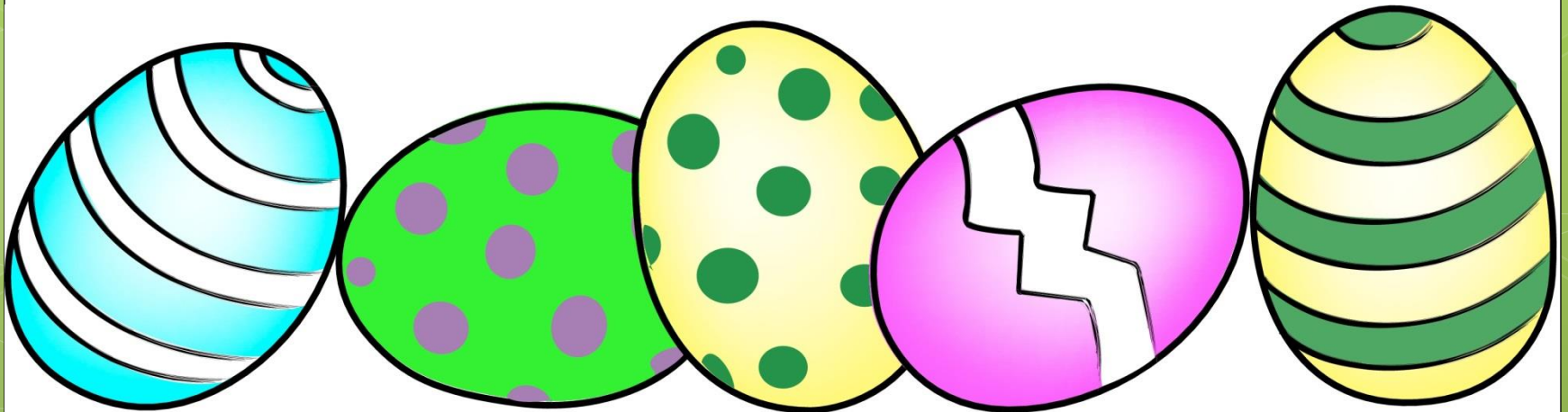
What happens if the purple eggs were contaminated and I could not use them?

Could I have done something differently?



DIVERSIFY

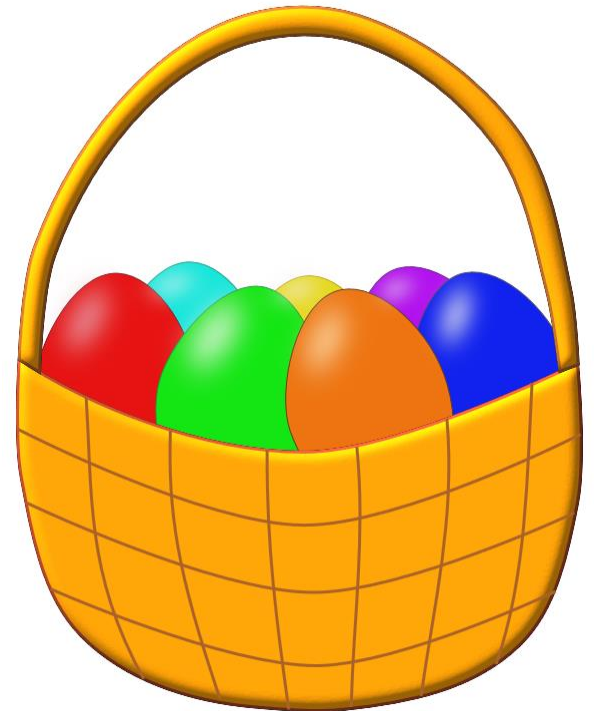
A synonym is the
word **variety**



PORTFOLIO

What is a **portfolio**?

A collection of
different types
of stocks; different
colors of eggs



SECTORS

What is a **sector**?

It's like a category or group.



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DOW JONES SECTORS

Communications:



DOW JONES SECTORS

Consumer Discretionary:



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Consumer Staples:



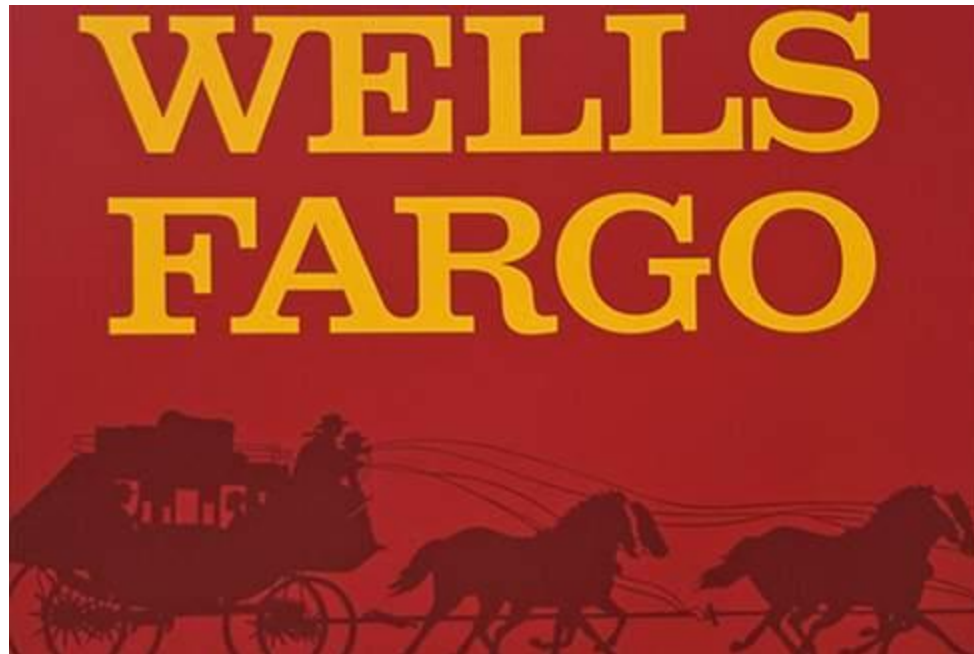
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Energy



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Financial Services:



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Health care:



**St. Jude Children's
Research Hospital**

ALSAC • Danny Thomas, Founder

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Industrials:

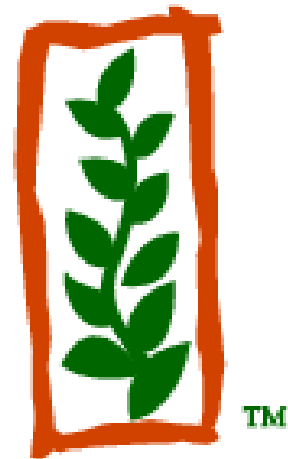


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Materials:

MONSANTO

Food • Health • Hope™



DOW JONES SECTORS

Technology:

PayPal



DOW JONES SECTORS

Utilities:



YOUR JOB TODAY . . .

- ❖ Check on your portfolio (value up/down)
- ❖ Research 1 new company using the egg you will be given
- ❖ Buy at least 1 new stock from a different sector to diversify your portfolio